



## **MEDIA RELEASE**

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### **Carnival Cruise Lines Gets Crafty with Bespoke Beer for Australian Cruisers**

Carnival Cruise Lines is tapping into Australians' thirst for quality craft beer with the launch of its own bespoke ale, available exclusively on its Sydney-based ships.

Created in partnership with Sydney's award-winning Lord Nelson Brewery Hotel, the cruise line's ground-breaking Thirsty Frog Summer Ale is a refreshing beer which captures the spirit of a holiday at sea.

The 100 per cent natural ale will be on tap across 14 bars on the cruise line's Sydney-based Carnival Spirit from June 1 as well as onboard its latest Australian ship, Carnival Legend, when it debuts in Sydney in September.

Carnival Cruise Lines Vice President Australia Jennifer Vandekreeke said the beer was sure to be a favourite among guests.

"Carnival Cruise Lines has put a lot of effort into 'Aussifying' our ships for the local market, so we are thrilled to create our own authentic craft ale which really acknowledges Australians' appreciation of a quality beer," Ms Vandekreeke said.

"As the world's largest cruise line, it's been a great adventure to partner with the nation's oldest pub brewery to create Australia's first beer for cruising. This really is the ideal beer to relax with as you enjoy all the sun and fun of a South Pacific cruise."

Lord Nelson Brewery Hotel owner Blair Hayden said the brewery had put a lot of work into crafting the ale, which appropriately combines Australian and American hops.

"Thirsty Frog Summer Ale is a very drinkable beer with subtle malt flavours and floral citrus aromas," Mr Hayden said. "It's perfect on its own or with a meal, and the fact that it's naturally brewed, with no added sugars and preservatives, really adds to its appeal."

Months in the making, Thirsty Frog Summer Ale takes its name from the Red Frog pubs featured across Carnival Cruise Lines' fleet. The cruise line's Vice President Beverage Operations Edward Allen visited Australia to work with the Lord Nelson team to develop the right taste for Australian guests.

Lord Nelson was selected for the partnership because of its experience and reputation for craft beers, with the brewery ranking as one of New South Wales' biggest craft beer seller. The creation of Thirsty Frog Summer Ale will make Carnival Cruise Lines the brewery's biggest outlet in Australia, outside its premises in The Rocks.

#### **About Carnival Cruise Lines**

**Carnival Cruise Lines is the largest cruise line in the world with over four and a half million guests travelling every year. Carnival Spirit is the largest and newest cruise ship to call Australia home and she will be joined by her sister ship, Carnival Legend in September 2014. With 45 activities from zen to adrenalin to enjoy each day, Carnival Spirit offers fun-loving families and couples memorable and great value holidays.**

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